

TENNESSEE STATE FAIR

Mission Statement

The mission of the Nashville Expo Center (located on the Metropolitan Government's Historic Tennessee State Fairgrounds) is to provide multipurpose venues for a variety of events that serve the interests of the Nashville citizens and visitors to Nashville. This includes public and private events that showcase agriculture, consumer products, education, commerce, entertainment, technology and industry.

TENNESSEE STATE FAIR

Table of Contents

Strategic Goals	3
Corporate Sales Line of Business Corporate Sales Program	4

TENNESSEE STATE FAIR

Strategic Goals

1. By the year 2014, the customers of the Nashville Expo Center's Flea Market will experience a larger diversity of vendor-provided products as evidenced by:
 - Increase in the amount of vendor booth rental dollars participating in the Flea Market
 - Increase in Flea Market parking revenue

TENNESSEE STATE FAIR

Corporate Sales Line of Business

The purpose of the Corporate Sales line of business is to provide facilities/equipment rental and marketing products to prospective event organizers so that they can book an event at the Nashville Expo Center. In addition, the purpose of the Corporate Sales line of business is to provide space/equipment and marketing products to prospective vendors so they can book booth space at the monthly Flea Market.

Corporate Sales Program

The purpose of the Corporate Sales program is to provide facilities/equipment rental and marketing products to prospective event organizers so they can book an event at the Nashville Expo Center. In addition, the purpose of the Corporate Sales program is to provide space/equipment and marketing products to Flea Market vendors so they can book booth space at the monthly Flea Market.

Result Measures

- Increase in building and Expo Center space rental revenue
- Increase in booth space revenue at the Flea Market

Output Measures

- Equipment rental revenue from Expo Center rental events and the Flea Market
- Dollars of R.V. trailer park revenue from rental events and the Flea Market

Demand Measure

- Increase in total number of Expo Center renters
- Increase in the total number of Flea Market booth spaces rented